



**WEWS**

# ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision      **314598 /**

Original Date / Revision  
10/12/12    10/12/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**American Crossroads 10.16-10.22.1**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **1209**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35+

Rev Codes          POL            POL            ISS

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 49700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$42,245.00	\$49,700.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$42,245.00</b>	<b>\$49,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	35	\$42,245.00	\$49,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/16/12	10/22/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	4	\$600.00	P-1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$600.00		0.00			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		0.00			
N 2	WEWS	10/16/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00



**WEWS**

Print Date: 10/12/12

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Contract / Revision      **314598**      Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision   10/12/12/   10/12/12

Order Sep   00:20:00

Advertiser   **American Crossroads**      Product **American Crossroads 10.16** Estimate #   **1209**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/16/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$1,200.00		0.00			
N 3	WEWS	10/16/12	10/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$1,800.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$1,800.00		0.00			
N 4	WEWS	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$1,400.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$1,400.00		0.00			
N 5	WEWS	10/16/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$1,400.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$1,400.00		0.00			
N 6	WEWS	10/16/12	10/22/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$2,000.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/16/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$2,500.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$2,500.00		0.00			
N 8	WEWS	10/16/12	10/22/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$400.00		0.00			
	Week:	10/22/12	10/28/12	M-----		1				\$400.00		0.00			
Totals														35	\$49,700.00